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### SPOTLIGHT: APOLOGY BRINGS DOWN THE HOUSE

Sportscaster Jim Nantz brought down the house at the GCSAA Conference with a pledge to do a better job of telling the golf maintenance story during golf broadcasts.

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### COVER STORY: COURSE SCORES A COUPLE OF EAGLES

Having an eight-acre eagle preserve in the middle of your golf course is like hanging out a sign saying, "Hey Look At Me!" and the eagle watchers at Lemon Bay GC in Englewood do watch. The property was a lemon grove in the 1890s.

30

### HANDS ON: ROUGHING IT

According to GCSAA's figures for land use at an 18-hole course, roughs, woods and water hazards make up about 70 percent of a course's total area that is "under maintenance."

36

### INDUSTRY: HATS OFF TO SUPER SAVERS!

Bill Stine, president of the Florida Golf Course Owners Association, praises superintendents who do their homework before asking him to invest in new equipment. Do a cost analysis, investigate options and get bids before you ask him to buy you a new toy, he says.

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### OFFICIAL BUSINESS: LAWMAKERS STILL DON'T GET IT

On a visit to the Capitol during "Committee Week," FGCSA officials discovered that legislators understand that golf is "out there," but they didn't always understand how our industry fits into the big picture. Or simply that golf in and of itself is not on their radar screens as having issues that need addressing.

52

### AFTERWORDS: SHOW AND TELL

Joel Jackson begins a series of tips on how to improve your photos; Mark Jarrell suggests that Florida should not replace the foundation of its economy; Jim Walker connects the dots between better turf conditions today and safer working environments for golf course employees; Joel Jackson plays a round of birdies and bogeys.

*About the use of trade names: The use of trade names in this magazine is solely for the purpose of providing specific information and does not imply endorsement of the products named nor discrimination against similar unnamed products. It is the responsibility of the user to determine that product use is consistent with the directions on the label.*

# The Florida Green

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## CALL FOR ARTICLES

**Hands on Topics:** Share your best practices and tips for these upcoming topics. Photographs or slides are encouraged. Digital images that are 5 inches wide at 300 dpi or greater accepted.

Summer 2004 - Aquatic Management: From Vegetation to Water Quality

Fall 2004 - Traffic Control Programs and Strategies

Winter 2005 - Your Best In-House Projects... and How You Did Them.

**Please submit articles via email if possible.** Attached articles should be saved in Microsoft Word or, if you use another word processor save it as a Text file before attaching or you may just copy and paste it into the email text box. Try to limit articles to 1500 words or less. The Florida Green pays \$100 per page and \$50 for 1-3 pictures.

**Digital photos** must be a minimum of 5 inches wide at 300 dpi for publication-quality reproduction.

Do not write on the back of prints. Attach a Post-it note with ID information. All slides and photographs should include identification of persons in the picture and the name of the photographer.

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## Springing Into Action

By Greg Pheneger

A long, hard winter has passed with many memories. I always sit down in the early spring to examine the operations in my department. Once I have checked my facilities it is time to get out and see others and determine how they survived our “busy” season.

Congratulations to Mike Perham who is the 2003

Distinguished Service Award winner. Mike is currently the superintendent at Jonathan's Landing in Jupiter. Mike has loyally served the state association over the years and continues to work for the state as the Florida Green business manager and chairman of the state reception every year. Congratulations Mike

for a well deserved award.

At our winter board meeting the board approved the retention of a reputable financial management company to manage our reserve funds. Companies used and recommended by several allied industry associations (FFAA, FFVA and Citrus Mutual) were interviewed. With professional management, our money can be invested in low-risk, accessible funds that will earn more interest than our current simple bank certificates of deposit. A key part of this action will be to draft a board-approved investment

policy that will dictate the strategy and percentages of recommended investments. The policy will also create investment discipline and protect our funds from wild market swings in certain sectors. No change in allocation or investments can be made with the approval of the full board. The financial advisors will report to the board at each quarterly board meeting.

The objectives of our investment policy will be to preserve capital liquidity and optimize the investment return within the constraints of the investment policy. Preserving capital is very obvious in that we do not want to lose money. Nobody wants to lose money. By saying we will “preserve capital,” we are stating that we will be conservative in our investing. We want all of our assets to be available to us. Last but not least, we want to make money so operating funds do not have to be used to help maintain the reserve account at proper levels.

The Poa Annuu Classic at the Naples Beach and Golf Club is just around the corner (May 13-15). The

Everglades Chapter always puts on a wonderful family event. The setting offers events for the whole family while the spouse is working hard in the classroom and toiling on the golf course. If you have never made the Poa you have missed out on one of the highlights of the year.

The weekend begins on Thursday afternoon with our FGCSA spring board meeting. All members of the association are invited to attend the board meeting. Many Past presidents have attended the spring board meeting and have been very helpful. Results of the members-needs survey should be tabulated by that time for review. I hope the results of the survey will lead future boards in the direction that will best serve our membership. Feedback from membership,

even negative, is needed for an association to function effectively.

On Thursday evening the board will host the Past President's Dinner. All past Presidents are invited for dinner with the current board. This is only the second year for the dinner and last year I had the pleasure of talking with past Presidents Scott Bell and Darren Davis. That conversation helped generate ideas for this year's agenda.

I strongly believe that discussing actions and decisions from previous boards can help future boards to make intelligent decisions. Ideas from previous boards can be examined to determine what worked and what didn't and why. Ideas and projects discounted before do not necessarily mean that they should be discounted now. Times change and good ideas should be reexamined for relevance. I look forward to another enjoyable evening and hope I can soak up even more information.

Friday the formal educational aspect of the Poa event swings into action with a GCSAA Superintendent Leadership Series

***The objectives of our investment policy will be to preserve capital liquidity and optimize the investment return within the constraints of the investment policy... We want all of our assets to be available to us. Last but not least, we want to make money so operating funds do not have to be used to help maintain the reserve account at proper levels.***

seminar secured by Buddy Keene, our education chairman. This year's speaker is Pat Schwab and her topic is “Dealing with Jerks.” I have not had the pleasure of attending one of Pat's seminars but those who have speak very highly of the presentation.

We all have our “war stories” of dealing with people who might fit the “jerk” description. I know I have often wondered if I could have handled things better. Hopefully, after taking this class, I will come away better equipped to handle a “jerk” should he appear during any given day.

Friday afternoon and Saturday morning bring golf and camaraderie. These two tournaments fill up very quickly and sandbaggers are lining up to take home the trophies. These days can also be used to play on the beach or just relax by the pool if you so desire. More relaxation and networking is in store for all on Saturday evening at the Luau where adults can have as much fun as the kids as they nosh on the traditional roasted pig and other culinary delectables.


On May 24, the Treasure Coast Blue Pearl Tournament is scheduled back at its original home, Loblolly Pines in Hobe Sound. The proceeds are earmarked for area youth and environmental organizations in an attempt to help our Blue Pearl, the planet Earth.

After a long winter hibernation at your course, come on out and live a little.

### PRESIDENT'S MESSAGE

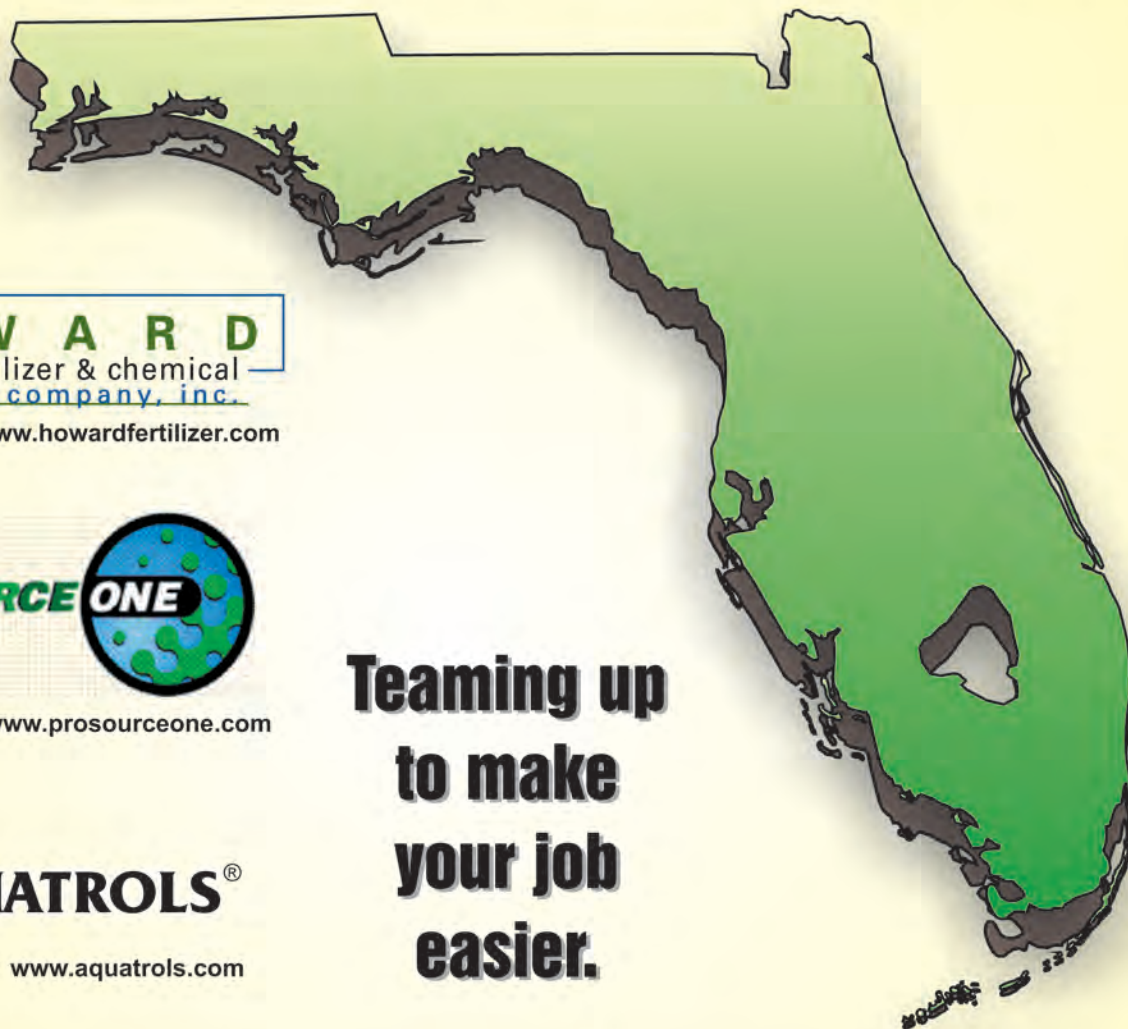


Greg Pheneger



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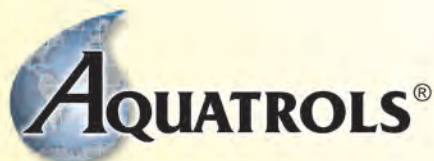


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## Chapter Round Up Education, Golf, Fundraisers Top Winter Events

### Calusa

USGA Agronomist Todd Lowe was the speaker at our January meeting at the Coral Oaks GC hosted

their facility to make it more economical and environmentally friendly. The occasion was the 16th Annual Central Florida/FTGA Turf Research Tournament. Host superintendent Stuart Leventhal, CGCS reported that not counting this event's proceeds, the tournament had contributed over \$60,000 to the FTGA. After a sumptuous buffet



FGCSA Past President David Court, CGCS, left, presented Mike Perham, CGCS with his FGCSA Presidents Award at the FGCSA Reception in San Diego. Photo by Joel Jackson.

by Joe Boe. Todd's topic was "Cultural Practices and Overseeding." We didn't have a meeting in February due to the GCSAA Conference. Art McCoy, GCS will host our March "Yellow Ball" golf outing at the Deep Creek G.C. in Port Charlotte.

### Central Florida

Guest speaker Tim Hiers' talk on the Future of Golf gave the 60-person audience at the Interlachen C.C. in Winter Park a take-home list of improvements that any club can make to

lunch, the 30 two-man teams made up of a superintendent and either golf pro, general manager or other club official battled stormy skies and one rain shower and the always-testy tournament set up, but the round was completed.

The Winter Pines GC team of Joe Ondo, CGCS and head pro John Pohira took low gross honors in the First Flight with a 67. Last year's winners Pat Murphy and Tom Dirschel from Orlando's Northshore G.C. took the low net prize. The Second Flight prizes went to Barry Shuman and Tony



The Ridge Chapter has founded an annual \$1,000 turf student scholarship at Florida Southern College in the name of Jack Harrell, Sr. Chapter officers shown here, from left: Clay Marshall, Roy Wilshire, Jeff Brown, Alan Puckett and Mark Hopkins. Photo by Joel Jackson.



Host Superintendent Roy Wilshire, CGCS, left, congratulates Joe Ondo, CGCS for his low round of 77 at the Jack Harrell, Sr. Memorial Invitational. Photo by Joel Jackson.



Jack Harrell, Jr., left, receives an original pencil portrait of his father drawn by David Pursell. Tim Orton presented the picture on behalf of Pursell Industries. Photo by Joel Jackson.

Johnson (low gross) of the Timacuan C.C. in Longwood and host Stu Leventhal and his GM Tom Powell took low net. In the Third Flight Gene Stys and John Raycroft from the Indian River C.C. won low gross and John Kress and Mike Dunnington from the Alaqua C.C. took low net honors.

Bay Hill Superintendent John Anderson has the course ready for the Bay Hill Invitational PGA tour event. Meanwhile chapter members are eagerly awaiting the chance to "Hike the Hill" inside the tournament ropes as spotters for NBC Sports as the Florida swing of the PGA Tour continues.

### Everglades

The FTGA Southwest Florida Regional Seminar in conjunction with EGCSA had more than 200 golf course and landscape attendees at the January 22nd TECO Arena event. Congratulations to the following mem-

bers: Jason Brod, Raptor Bay Golf Club, Bonita Springs for being recognized as a Merit Winner by GCSAA for the 2004 Environmental Leaders in Golf Awards and Greg Maze, CGCS and Twin Eagles Golf & CC for once again hosting the ACE Group Classic Champions Tour Event in early February. Congratulations are also in order for Hal Akins, Bonita Bay Club and Tim Larson, Stonebridge G.C. for recently achieving Certified Golf Course Superintendent status.

The chapter is hosting a sunset cruise aboard the "Naples Princess" in March. Thanks to our generous event sponsors, all guests attend the event at no cost and enjoy a beautiful social atmosphere along the Naples waterways. Our Annual Spring Symposium is scheduled for April 8 at the Naples Beach & Golf Club in Naples. Guest speakers from around

the country will be presenting at the event as well as two of Southwest Florida's leading superintendents, Mark Black, CGCS, and Darren Davis.

#### North Florida

March will be busy for us as we hold our 12th Annual Mike Richards Memorial Tournament hosted by Greg Tharp at the Jacksonville G&CC. The proceeds from this event, also supported by the family of PGA Tour agronomist Alan McCurrach, helps to fund scholarships for turf students each year. A week after that event several of our chapter members will get to slip inside the ropes at the TPC Championship and work with NBC Sports as spotters for the TV broadcast. Superintendent Fred Klauk and his staff do an outstanding job of preparing the PGA Tour's home course for this "fifth major" each year.

#### Palm Beach

Mike Perham, CGCS was presented his Presidents Award for Lifetime Service during the FGCSA Reception in San Diego. Congratulations and thanks for your service to our associations. Bob Randquist, CGCS of the Boca Rio C.C. served as chairman of a "Current Issues in Golf" Forum at the GCSAA Conference in San Diego. As the PGA Tour moves north from Miami, Superintendent Tad Altman is getting his Mirasol Club ready for their second Honda Classic and the chapter is ready to pitch in once again as spotters for NBC Sports coverage of the event.

#### Ridge

Joe Ondo, CGCS won our Jack Harrell, Sr. Memorial Ridge Invitational at the Grasslands C.C. in Lakeland. Thanks to host superintendent Roy Wilshire, CGCS for a job well done. The course should have been called the Glasslands, since the greens putted like glass. During the awards dinner after the tournament, Tim Orton, representing David

Pursell of Pursell Technologies, presented Jack Harrell, Jr. with an original pencil sketch of his father Jack Harrell, Sr. in honor of all that "Senior" stood for as a family, community and industry leader. Our chapter also has founded a scholarship in Mr. Harrell's name for turf students attending Florida Southern College in Lakeland.

#### Seven Rivers

Congratulations to John Cunningham, CGCS, at Black Diamond Ranch and Barry Greenwalt, CGCS of One Source at The Villages. Both gentlemen just became certified recently. By the time you read this, we will have hosted another annual Jeff Hayden Envirotron Classic at the World Woods G.C. where we hope to have another successful event for raising funds for the University of Florida's turf research programs.

#### South Florida

Congratulations to Carlos McKeon, the host superintendent for the Royal Caribbean PGA Champions Tour event held in January at his Key Biscayne course. As Sam Urso, GCS at Doral prepares for the 2004 Ford Championship at Doral in March, our chapter has been asked to provide 18 spotters and scorers for four days of the NBC telecast of the PGA Tour's Doral Tournament. Superintendents Jim and Suzi Walker have volunteered to coordinate with the network production crew.

We are looking forward to joining with UF/IFAS to host the 17th Annual South Florida Turf Expo at the Ft. Lauderdale Research Center on March 18th. The event has been approved for .35 GCSAA education points and consists of research updates, equipment demonstrations and a mini trade show and turf education workshops. The funds raised at this event are used to support a technician to maintain the turf plots to actual golf course conditions to make the research more meaningful in the real world.



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**Suncoast**

Congratulations to recently certified Mark Johnson, CGCS at the TPC at Prestancia. Thanks to Gary Smither and the Misty Creek CC for hosting the 22nd Annual Suncoast Scramble. The purpose of this event is to inform, educate and promote a strong professional bond among the members of the golf industry in our area. The tournament format is a four-man scramble. Each team is made up of a superintendent, golf professional, club manager or official and a supplier.

**Treasure Coast**

Great golf by our chapter defeated "The Boys from Palm Beach" at our December joint-chapter meeting at Rob Kloska's Jupiter Island Club. Thanks for hosting this event for the third time in the past five years. We brought home the Cavanaugh & Wagner Trophy in the Ryder-Cup-format match. In January Dr. Bob

Carrow from UGA was our speaker on "Nutrient Uptake From Root Absorption." Chapter President Roy McDonald hosted the meeting at the Hobe Sound GC. We will have a golf outing in March and then gear up for another joint meeting with the Palm Beach GCSA on April 12th with our annual meeting of superintendents, pros and managers at the PGA Golf Club. And our big fundraiser, The Blue Pearl, will be held at Loblolly Pines May 24.

**West Coast**

Congratulations to Tom DeChant at Hunters Green CC for passing the requirements to become a Certified Golf Course Superintendent.

**Florida GCSA**

Florida's golf team of Bob Harper, Seth Strickland, Steve Bernard, and Joe Pantaleo placed second at the GCSAA Golf Championship in San Diego. The

guys report that reading the breaks and putting on the greens at Maderas and Del Mar National was their undoing. Wait til next year!

Joel Jackson, CGCS

Retired was a presenter at a "Current Issues in Golf" session in San Diego titled "Proactive Approaches to Dealing with Drought." The panel presentation dealt not only with turf stresses but also how to work with regulators and legislators during water shortages and restrictions.

FGCSA-sponsored

research projects at the University of Florida by Dr. Billy Crow, nematologist and Dr. Lawrence Datnoff, plant pathologist received matching funds from the GCSAA's Environmental Institute for Golf. The announcement was made at the conference and show in San Diego.

Check out the Official Business section for a report on FGCSA's 2004 Capitol Hill visit with state legislators.


**2003 Presidents Award  
North Florida  
Honors Clayton  
Estes for Service**

*By Tom Cowan*

The recipient of the President's Award for 2003 from the North Florida GCSA is Clayton Estes, CGCS. Estes is a past president of the North Florida Chapter and is currently serving as external vice president rep-



*Clayton Estes, North Florida GCSA Presidents Award for 2003.*



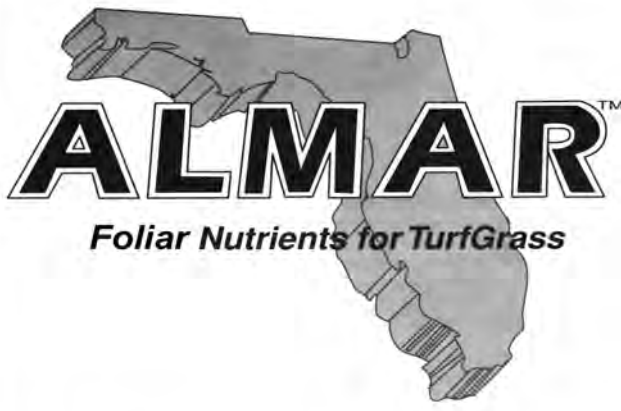
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## Snowman

Du Cor International

Everglades GCSA



representing the NFGCSA on the Florida GCSA board of directors. Over the years he has donated many volunteer hours on behalf his local chapter.

If you have ever had the pleasure of meeting Estes, you'll quickly be put at ease by his broad smile, slow-talking, easy-going demeanor. It is his genuine concern for others that has put him at the top of the list with many of his professional peers. He is a loyal and faithful friend to many.

As an employer, Estes takes the time to get to know each of his employees. He is very visible to his club members at San Jose Club, where he has served as superintendent for 24 years. He is an active church member, and currently an elder at the Lakewood Presbyterian Church.

Husband to Joanne and father to Jimmy, Clayton has always been a dedicated family man. Jimmy is a former member of the Army's 82nd Airborne and soon to be fire-

fighter/EMT in Tampa. He was scheduled to be married in March, as the Florida Green went to press.

You might say that the primary reason for his selection as the recipient of the President's Award is his strong sense of commitment to his community. Estes was instrumental in establishing the annual "Keeper of the Green Award" that honors a member of the North Florida turf community at the Mike Richards Memorial Tournament held each spring.

He was also one of the organizers of the annual past presidents' golf outing and dinner. He has hosted this event every year since its inception, and this past Christmas he also hosted the chapter's annual Christmas tournament, which was dedicated in honor of one of his veteran crew members Scott Strickland. Scott died tragically in an automobile accident and the chapter made the event a fundraiser for a college scholarship for Scott's son, Brian.

In an age when every eye is turned towards our nation's President and every spoken word and action is reported and analyzed - one's individual integrity is paramount to the day-to-day operation of our country. Because of his enduring commitment to the community which he serves every day, and the unselfish manner in which he does it, the members of the North Florida GCSA are proud to honor Clayton Estes for his devotion to family, friends, profession and community.

**2003 Presidents Award  
Suncoast Founder  
Jim Svabek Retires  
with Honors**

*By Renze Berg*

There is so much to say about Jim Svabek. After serving as the president of the West Coast

GCSA, he helped found the Suncoast Golf Course Superintendents Association in 1976. He is a past president and the only newsletter editor we have ever had. Svabek was the superintendent at the Bradenton C.C. from 1967 until his retirement in October. He has probably hosted more meetings and events such as our annual Superintendent/Vendor Day than any other Suncoast member.

Jim has been a great mentor for me over the past six years. He has taught me everything I know about being a superintendent. He has also been an inspiration to me in life and has been the type of superintendent I am hoping to become. I know Svabek will stay busy, because he can't sit still for too long. That's why he's working part-time for Bob Gwodz at the Sara Bay C.C. where he can continue to share his knowledge with others.

We are going to miss Jim



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On the occasion of his retirement, Jim Svabek (center) received a 2003 FGCSA Presidents Award for Lifetime Service from Suncoast Past President John VanVranken, left, and President Bob Gwodz at the annual Superintendent/Vendor Meeting held at the Bradenton Country Club

Svabek in our day-to-day routine, but we will see him from time to time since he lives across the street from our golf course. Jim, enjoy yourself and have a great retirement. This 2003 President's Award is just our way of saying thanks again for more than three decades of service to your local chapters and your profession.

**Richards/MacCurrach Students, First Tee, ACSP All Benefit from Memorial**

The North Florida Chapter held another successful Mike Richards/Alan MacCurrach Memorial Tournament at the Jacksonville Golf



From left, North Florida GCSA President Andy MacGuire with scholarship winners Roger Hale and Tim Lyons. Photo by Joel Jackson.

& Country Club in March. Host Superintendent Greg Tharp and staff had the greens rolling tournament speed and the blooming azaleas made for a Masters-like feeling.

This year Lake City students Roger Hale and Tim Lyons each picked up a \$2,000 scholarship to help with their education expenses. Roger is working at The Slammer and The

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